

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Withdrawn) A method for determining a relevancy of an ad to a request, the method comprising:
 - a) accepting local time of interest information associated with the request;
 - b) comparing the accepted local time of interest information associated with the request with local time of interest targeting information associated with the ad to generate a comparison; and
 - c) determining the relevancy of the ad using at least the comparison.
2. (Withdrawn) The method of claim 1 wherein the request further includes search terms, and wherein the act of determining the relevancy of the ad further uses a comparison of keyword targeting associated with the ad and the search terms.
3. (Withdrawn) The method of claim 1 wherein the request further includes document relevance information, and wherein the act of determining the relevancy of the ad further uses a comparison of ad relevance information and the document relevance information.
4. (Withdrawn) The method of claim 1 wherein the local time of interest information includes at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.
5. (Withdrawn) The method of claim 1 wherein the local time of interest information is end user local time information.

6. (Withdrawn) The method of claim 5 wherein the request further includes search terms, and wherein the act of determining the relevancy of the ad further uses a comparison of keyword targeting associated with the ad and the search terms.

7. (Withdrawn) The method of claim 5 wherein the request further includes document relevance information, and wherein the act of determining the relevancy of the ad further uses a comparison of ad relevance information and the document relevance information.

8. (Withdrawn) The method of claim 5 wherein the end user local time information includes at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

9. (Currently Amended) A computer-implemented method for determining a score of an ad, the method comprising:

- a) accepting local time of interest information associated with a request;
- b) determining whether the ad has local time of interest price information corresponding to the local time of interest information accepted; and
- c) if it is determined that the ad has local time of interest price information corresponding to the local time of interest information accepted, then determining the score using at least the local time of interest price information.

10. (Original) The method of claim 9 wherein the local time of interest information includes at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

11. (Currently Amended) The method of claim 9 wherein the act of determining [[a]] the score further uses at least ad performance information.

12. (Currently Amended) The method of claim 9 wherein the act of determining [[a]] the score further uses at least local time of interest ad performance information.

13. (Currently Amended) The method of claim [[5]] 9 wherein the local time of interest information is end user local time information.

14. (Original) The method of claim 13 wherein the end user local time information includes at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

15. (Currently Amended) The method of claim 13 wherein the act of determining [[a]] the score further uses at least ad performance information.

16. (Currently Amended) The method of claim 13 wherein the act of determining [[a]] the score further uses at least end user local time ad performance information.

17. (Currently Amended) A computer-implemented method for determining a score of an ad, the method comprising:

- a) accepting local time of interest information associated with a request;
- b) determining whether the ad has local time of interest performance information corresponding to the local time of interest information accepted; and
- c) if it is determined that the ad has local time of interest performance information corresponding to the local time of interest information accepted, then determining the score using at least the local time of interest performance information.

18. (Original) The method of claim 17 wherein the local time of interest information includes at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

19. (Currently Amended) The method of claim 17 wherein the act of determining [[a]] the score further uses at least ad price information.

20. (Currently Amended) The method of claim 17 wherein the act of determining [[a]] the score further uses at least local time of interest ad price information.

21. (Original) The method of claim 17 wherein the local time of interest information is end user local time information.

22. (Original) The method of claim 21 wherein the end user local time information includes at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

23. (Currently Amended) The method of claim 21 wherein the act of determining [[a]] the score further uses at least ad price information.

24. (Currently Amended) The method of claim 21 wherein the act of determining [[a]] the score further uses at least end user local time ad price information.

25. (Withdrawn) Apparatus for determining a relevancy of an ad to a request, the apparatus comprising:

- a) an input for accepting local time of interest information associated with the request;
- b) means for comparing the accepted local time of interest information associated with the request with local time of interest targeting information associated with the ad to generate a comparison; and
- c) means for determining the relevancy of the ad using at least the comparison.

26. (Withdrawn) The apparatus of claim 25 wherein the request further includes search terms, and wherein the means for determining the relevancy of the ad further uses a comparison of keyword targeting associated with the ad and the search terms.

27. (Withdrawn) The apparatus of claim 25 wherein the request further includes document relevance information, and wherein the means for determining the relevancy of the ad further uses a comparison of ad relevance information and the document relevance information.

28. (Withdrawn) The apparatus of claim 25 wherein the local time of interest information includes at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

29. (Withdrawn) The apparatus of claim 25 wherein the local time of interest information is end user local time information.

30. (Withdrawn) The apparatus of claim 29 wherein the request further includes search terms, and wherein the means for determining the relevancy of the ad further use a comparison of keyword targeting associated with the ad and the search terms.

31. (Withdrawn) The apparatus of claim 29 wherein the request further includes document relevance information, and wherein the means for determining the relevancy of the ad further use a comparison of ad relevance information and the document relevance information.

32. (Withdrawn) The apparatus of claim 29 wherein the end user local time information includes at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

33. (Original) Apparatus for determining a score of an ad, the apparatus comprising:
a) an input for accepting local time of interest information associated with a request;
b) means for determining whether the ad has local time of interest price information corresponding to the local time of interest information accepted; and
c) means for determining the score using at least the local time of interest price information if it is determined that the ad has local time of interest price information corresponding to the local time of interest information accepted.

34. (Original) The apparatus of claim 33 wherein the local time of interest information includes at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

35. (Currently Amended) The apparatus of claim 33 wherein the means for determining [[a]] the score further use at least ad performance information.

36. (Currently Amended) The apparatus of claim 33 wherein the means for determining [[a]] the score further use at least local time of interest ad performance information.

37. (Original) The apparatus of claim 33 wherein the local time of interest information is end user local time information.

38. (Original) The apparatus of claim 37 wherein the end user local time information includes at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

39. (Currently Amended) The apparatus of claim 37 wherein the means for determining ~~[[a]] the~~ score further use at least ad performance information.

40. (Currently Amended) The apparatus of claim 37 wherein the means for determining ~~[[a]] the~~ score further use at least end user local time ad performance information.

41. (Original) Apparatus for determining a score of an ad, the apparatus comprising:
a) an input for accepting local time of interest information associated with a request;
b) means for determining whether the ad has local time of interest performance information corresponding to the local time of interest information accepted; and
c) means for determining the score using at least the local time of interest performance information if it is determined that the ad has local time of interest performance information corresponding to the local time of interest information accepted.

42. (Original) The apparatus of claim 41 wherein the local time of interest information includes at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

43. (Currently Amended) The apparatus of claim 41 wherein the means for determining [[a]] the score further use at least ad price information.

44. (Currently Amended) The apparatus of claim 41 wherein the means for determining [[a]] the score further use at least local time of interest ad price information.

45. (Original) The apparatus of claim 41 wherein the local time of interest information is end user local time information.

46. (Original) The apparatus of claim 45 wherein the end user local time information includes at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

47. (Currently Amended) The apparatus of claim 45 wherein the means for determining [[a]] the score further use at least ad price information.

48. (Curently Amended) The apparatus of claim 45 wherein the means for determining [[a]] the score further use at least end user local time ad price information.

49 (New) A computer-readable medium having embodied thereon a computer program configured to provide digital advertisements, the medium comprising one or more code segments configured, when executed, to:

receive a request for one or more digital advertisements in response to user input from an end user;

receive end user local time of interest information associated with the request,
for at least one of a plurality of digital advertisements:

determining whether the digital advertisement has local time of interest price information corresponding to the local time of interest information received; and
if it is determined that the digital advertisement has local time of interest price information corresponding to the local time of interest information accepted, then
determining a score using at least the local time of interest price information ; and
providing the digital advertisement with a highest score in response to the received request.